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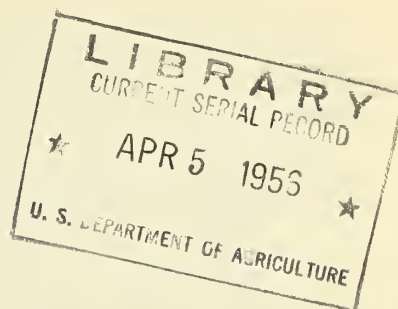
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Consumer Purchases of **FRUITS AND JUICES**

BY REGIONS AND RETAIL OUTLETS

Jan.- Mar. 1955



UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

WASHINGTON, D. C.

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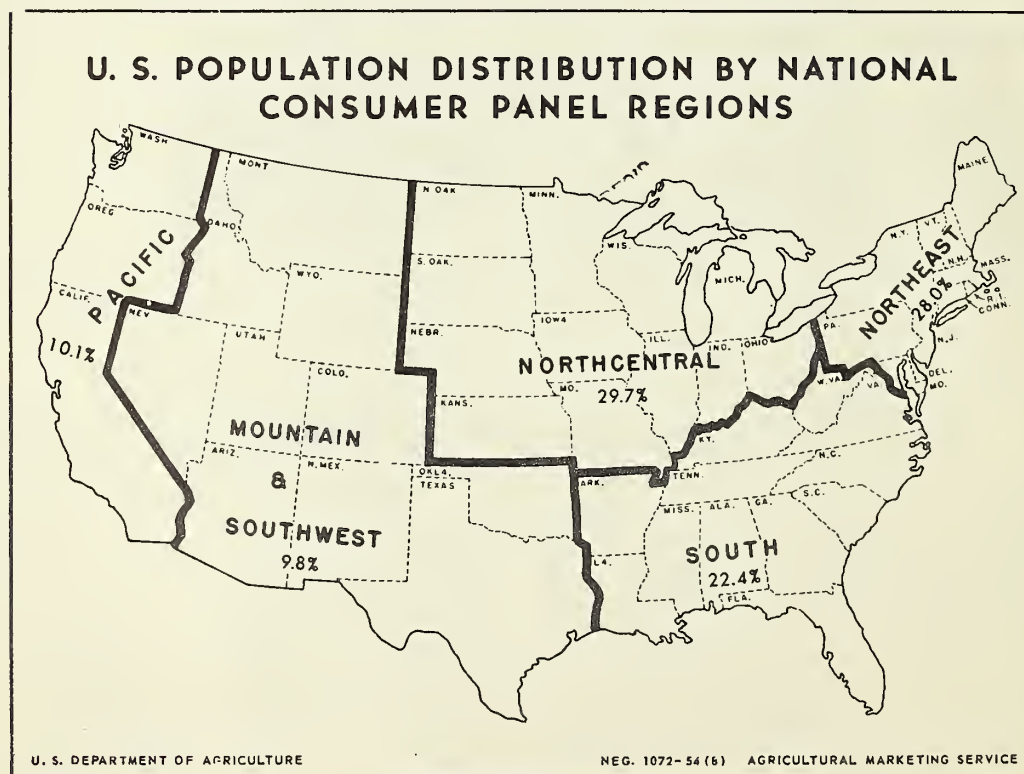
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FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates projected from a nationwide consumer panel of approximately 5,800 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports began in October 1949. It represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF FRUITS AND JUICES, BY REGIONS
AND RETAIL OUTLETS, JANUARY-MARCH 1955

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

Combined purchases of oranges and orange products on a fresh equivalent basis were about 6 percent larger during January-March 1955 than during the same period of 1954. This increase was primarily the result of larger purchases of frozen concentrated orange juice, since purchases of both single-strength orange juice and fresh oranges were slightly lower than in January-March 1954. Average prices reported paid by householders in January-March 1955 compared with a year earlier were lower for canned single-strength orange juice and almost unchanged for fresh oranges and frozen concentrated orange juice.

Householders' purchases of both fresh grapefruit and canned single-strength grapefruit juice during January-March 1955 were slightly larger than a year earlier despite smaller purchases in the North Central and Southern regions. Consumers reported paying slightly higher prices than a year earlier for both fresh grapefruit and grapefruit juice.

On a fresh equivalent basis, consumer purchases of lemons and lemon products during January-March 1955 were almost unchanged from a year earlier. Householders during January-March 1955 reported paying lower prices than in the corresponding period a year ago for frozen concentrate for lemonade and fresh lemons, but slightly higher prices for canned lemon juice. Highest per capita purchases of lemons and lemon products during January-March were reported as follows: Southern and Mountain-Southwest regions, fresh lemons; Pacific region, frozen concentrate for lemonade; and North Central region, canned single-strength lemon juice.

Consumers reported buying a larger volume of pineapple juice during January-March than a year earlier, and paid lower prices. Householders also reported buying slightly more prune juice but less tomato juice during January-March 1955 than in the corresponding period of 1954.

FROZEN JUICES AND ADES

Householders purchased almost 12 percent more frozen concentrated juices during January-March 1955 than in the corresponding period a year earlier. Purchases were larger in all geographic regions, but increases compared to a year earlier were greatest in the Southern, North Central, and Pacific regions. About the same volume of purchases were made in independent retail food stores as a year earlier. Purchases in both regional and national chain stores, however, were larger. Consumers reported paying slightly lower prices for frozen concentrated juices in January-March than a year earlier.

Consumer purchases of frozen concentrated orange juice during January-March 1955 were moderately higher than a year earlier (table 1). Greatest proportionate increases occurred in the Southern and North Central regions, where purchase volumes were a fourth and a fifth larger than in January-March 1954. Consumers in the Southern region, however, continued to report lowest per capita purchases--1.2 of the 6-ounce cans during the 3-month period compared with 3.6 cans in the Northeast region.

U. S. consumers reported paying an average price of 14.5 cents for a 6-ounce can of frozen concentrated orange juice during January-March 1955, almost the same as a year earlier (table 2). The lowest price reported paid was 14.0 cents in the Southern regions and the highest price was 15.6 cents, reported from the Mountain-Southwestern region. Increased purchases in national chain stores enabled outlets of this type to account for 38 percent of all household purchases during January-March 1955 compared with 35 percent a year earlier.

During January-March 1955, householders purchased almost 8 percent more frozen concentrated grape juice than in the same quarter of 1954. Significant increases in purchases were reported in all regions except the North Central, where purchases were almost 15 percent smaller than a year earlier. Since January-March 1954, per capita purchases of frozen concentrated grape juice in the Northeast region have been higher than in other geographic regions.

Purchases of frozen concentrated grape juice in independent and regional chain grocery stores during January-March 1955 were lower than in the corresponding quarter a year earlier. Purchases in national chain stores, however, were almost 40 percent larger. Prices reported paid by householders in national chains averaged almost 3 cents a 6-ounce can lower than in independent stores and 1.5 cents lower than in regional chain stores.

Purchases of frozen concentrate for lemonade, seasonally low during January-March, were about a fourth larger in the first quarter of 1955 than in 1954 (table 3). Consumers reported increased purchases in all regions except the Southern, where too few purchases were reported for

analysis. Highest per capita purchases were reported in the Pacific States--near the source of supply--while lowest per capita purchases were reported in the Southern region. Increased purchases by householders in national chain stores accounted for a large part of the increase in purchases compared with January-March 1954.

Consumers reported paying almost 2 cents a 6-ounce can less for frozen concentrate for lemonade than a year earlier. Lowest prices reported paid--14.8 cents and 15.0 cents--prevailed in the Pacific region and in regional chain stores, respectively.

Consumers reported smaller purchases of shelf-pack concentrate for orangeade during January-March 1955 than during the corresponding period in 1954. Although U. S. householders' purchases of shelf-pack concentrate for orangeade were smaller, purchases in regional chain stores were slightly larger than a year earlier. Independent food stores continued to account for almost 45 percent of all purchases despite a one-third decline in volume from a year earlier. Consumers reported paying about one cent more per 6-ounce can for this product during January-March than in the same period of 1954.

Household purchases of canned single-strength orangeade during January-March were about a tenth larger than a year earlier (table 5). Purchases were larger than a year earlier in all regions except the Southern. Per capita purchases continued to be highest in the Mountain-Southwestern region. Volume of purchases in independent food stores were substantially smaller than in January-March 1954, while purchases in regional chain stores were over 50 percent larger than a year earlier. Prices reported paid during January-March 1955 averaged 28.1 cents a 46-ounce can--slightly lower than in the corresponding period of 1954.

CANNED JUICES

Householders bought almost the same volume of all canned single-strength juices combined during January-March 1955 as in this quarter a year earlier. Volume of purchases was largest in the Northeast region, accounting for more than a third of the total. Consumers continued to buy slightly more canned single-strength juice in regional chain stores and independent groceries than in the national chain stores.

Consumer purchases of canned single-strength orange juice in January-March 1955 were almost unchanged from the same 1954 period. Increased purchases in the Northeast and Southern regions almost offset the decreased purchases in the Pacific, Mountain-Southwest, and North Central regions (table 6). Highest per capita purchases continued to be reported in the Southern region. Independent stores continued to be the most important type of retail outlet for canned orange juice, accounting for more than two-fifths of total purchases (table 7). Prices reported paid

during January-March 1955 averaged 2 cents a 46-ounce can lower than in the preceding quarter, and 1 cent lower than in January-March 1954.

Householders bought slightly more canned single-strength grapefruit juice during January-March 1955, compared with the corresponding quarter in 1954 (table 9). Purchases in the Northeast and Mountain-Southwest regions, accounting for two-fifths of the total, increased a fifth and one-eighth, respectively, offsetting the reduced volume of purchases in the North Central and Southern regions. Consumers reported paying slightly more for this product during January-March than in the same 1954 period. Consumer purchases of grapefruit juice were higher in all three of the major types of retail outlets. Independent food stores accounted for a slightly larger proportion than a year earlier (table 10).

Consumer purchases of canned orange-grapefruit blended juice during January-March 1955 were slightly larger than in January-March 1954. Prices paid by consumers remained unchanged (table 11). The Northeast continued to be the most important region in purchases of blended juice, and the proportion of total purchases made in this region increased from a year ago. Consumer purchases of blended juice were almost evenly divided among the three major types of retail outlets (table 12). Compared with January-March a year ago, the proportion of purchases increased somewhat in regional chain stores and declined in other outlets.

Householders bought about a tenth more canned and bottled lemon juice during January-March 1955 than in this quarter a year earlier. Prices reported paid averaged almost 2 cents a 5-1/2 ounce can higher than last year. Purchases in the Northeast and North Central regions, accounting for three-fourths of the total, increased 32 percent and 12 percent, respectively. Purchases of lemon juice were divided almost evenly among the three major retail outlets.

Consumer purchases of canned single-strength pineapple juice during January-March 1955 increased considerably more than those of any of the other canned juices in comparison with their purchases in the same 1954 period. Reported prices paid averaged the lowest since this series began in October 1949. The sharpest increase in purchases took place in the Northeast region where householders bought over a third more pineapple juice than in January-March 1954. Regional chain stores continued to lead the other types of retail outlets in purchases of this product.

Householders' purchases of tomato juice during January-March 1955 dropped about 8 percent below purchases in this period of 1954. Purchases in the Mountain-Southwest increased about a tenth, while purchases in the other geographic regions declined. Although per capita purchases of tomato juice were down somewhat from a year earlier, they remained higher than those of other single-strength juices. Prices paid by consumers in January-March 1955 averaged slightly higher than in this period a year ago. Prices paid were lowest in the Pacific region, and among the major retail outlets, continued to be lowest in national chain stores.

Householders reported buying slightly more prune juice in January-March 1955 than a year earlier. Volume of purchases was greater in all regions except the Mountain-Southwest and the Pacific. Prices remained unchanged.

FRESH CITRUS FRUIT

Consumers bought a somewhat smaller volume of fresh oranges in January-March 1955 than in the same quarter of 1954.

The volume of California-Arizona oranges purchased during January-March 1955 was 5 percent below that of a year ago (table 15). Purchases in all geographic regions were down. Prices paid were higher in all regions except the Southern and Mountain-Southwest regions. Volume of purchases of California-Arizona oranges in chain stores was greater than in independent stores for the first time since July-September 1952.

Householders in the Mountain-Southwest region bought slightly more Florida oranges in January-March than a year earlier, but purchases in all other regions were down (table 15). The largest decrease occurred in the Southern region. Prices paid for Florida oranges were lower than a year earlier in all regions. The largest drop occurred in the Mountain-Southwest region, where consumers paid almost 4-1/2 cents a dozen less for oranges than in January-March 1954. National chain stores maintained a slight lead over other retail outlets in consumer purchases of Florida oranges for the second consecutive quarter. Prices reported paid by consumers in these stores averaged 2 cents a dozen lower than in the other two major types of outlets.

Consumer purchases of fresh grapefruit in January-March 1955 were a little larger than in this quarter of 1954 (table 19). Per capita purchases were reported highest in the North Central region and lowest in the Southern region. Chain store outlets continued to account for more than half of the total purchases of grapefruit made by consumers (table 22). Prices paid by households for grapefruit averaged slightly higher than in January-March a year ago.

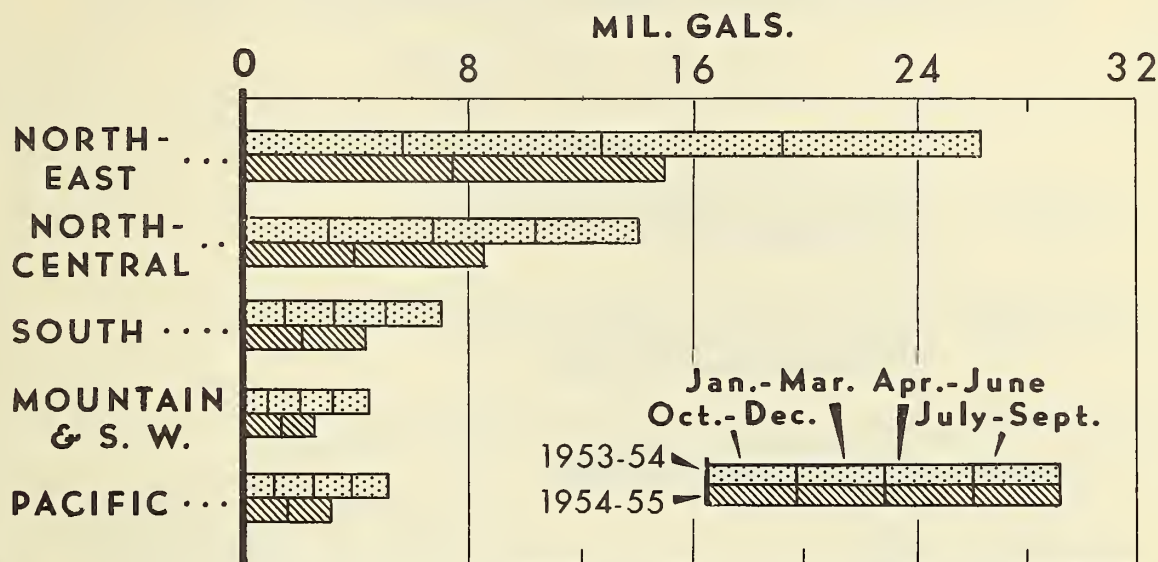
Householders' purchases of fresh lemons during January-March 1955 were slightly smaller than a year earlier (table 24). The larger purchases in the Mountain-Southwest and Pacific regions did not fully offset the slight decreases reported in each of the other regions. In independent stores, which made more than two-fifths of fresh lemon sales to households during the quarter, purchases were down about 7 percent from a year ago. Prices averaged 2 cents a dozen lower than during January-March 1954.

Consumer purchases of tangerines during January-March were almost the same as in the preceding quarter in contrast to the preceding season when purchases in October-December had been unusually large in relation

to the season total (table 26). Purchases for the 6 months October-March this season were more than a fourth larger than in that period in 1953-54. Prices paid in January-March dropped about 5-1/2 cents a dozen below January-March a year ago. Per capita purchases were highest in the Northeastern region and lowest in the Mountain-Southwestern region. Independent groceries continued to be the most important type of retail outlet for tangerines.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, by Regions



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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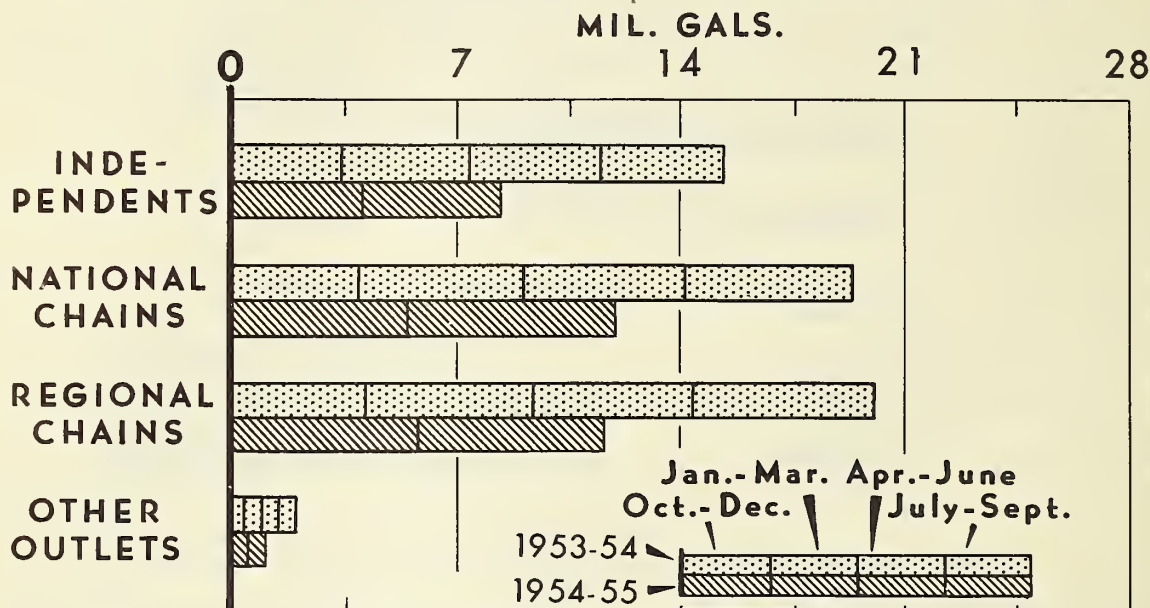
Figure 1

Table 1.-- Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	11,718	5,672	2,941	1,369	740	996	18.5	18.5	18.6	17.8	18.8	18.5
January-March	15,263	7,042	3,878	1,751	1,150	1,442	14.7	14.7	14.4	14.4	15.6	14.9
April-June	14,412	6,500	3,665	1,777	1,120	1,350	15.0	15.3	14.9	14.6	15.5	14.6
July-September	15,548	7,115	3,735	2,052	1,386	1,260	16.7	16.5	17.1	16.4	17.0	16.6
Total	56,941	26,329	14,219	6,949	4,396	5,048						
1954-55												
October-December	15,974	7,483	3,857	1,991	1,238	1,405	15.9	15.4	16.4	15.5	16.7	16.0
January-March	17,115	7,401	4,660	2,194	1,222	1,638	14.5	14.2	14.4	14.0	15.6	15.2
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	16.9	17.3	16.6	16.6	16.4	17.2	76.1	129.6	64.1	40.2	48.1	67.5
January-March	20.0	20.0	20.2	20.0	19.0	20.5	98.9	160.7	84.6	50.8	74.7	97.7
April-June	19.0	18.8	19.3	18.7	18.1	20.2	92.8	147.3	79.1	51.4	72.3	90.9
July-September	17.7	17.7	17.2	18.7	18.0	17.4	97.7	163.6	82.6	54.2	82.5	79.9
1954-55												
October-December	19.1	19.3	18.0	20.2	19.1	19.1	99.7	171.0	84.0	52.3	74.0	89.1
January-March	20.3	20.3	20.5	21.2	19.5	19.6	106.7	170.1	102.1	56.2	74.8	103.0
April-June												
July-September												

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.-- Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	outlets	dent	chains	chains	outlets	dent	chains	chains	retail
	groceries	groceries	groceries	1/	groceries	groceries	groceries	1/	groceries	groceries	groceries	1/
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1953-54												
October-December	3,440	3,832	4,046	11,713	20.2	17.7	18.0	18.5	15.8	17.7	17.0	16.9
January-March	4,001	5,349	5,355	15,263	16.7	13.6	14.4	14.7	17.5	21.5	20.0	20.0
April-June	3,906	5,010	5,002	14,412	16.8	14.4	14.5	15.0	17.7	19.6	19.1	19.0
July-September	4,139	5,244	5,669	15,543	18.3	15.7	16.1	16.7	15.9	18.8	18.2	17.7
Total	15,486	19,435	20,072	56,941								
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.9	15.3	15.9	16.9	20.5	19.5	19.1
January-March	4,231	6,533	5,891	17,115	16.3	13.3	14.2	14.5	17.5	22.8	20.2	20.3
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands,

National Consumer Panel of Market Research Corporation of America.

Table 3.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	559	161	119	62	87	130	17.6	17.7	18.5	18.6	18.1	15.9
January-March	397	109	99	1/	58	89	17.7	17.3	18.9	1/	19.1	15.4
April-June	2,584	835	1,005	243	241	260	16.4	16.5	16.5	17.1	17.2	14.1
July-September	3,763	1,189	1,161	359	429	625	15.6	16.1	16.2	16.5	16.4	13.4
Total	7,303	2,294	2,384	706	815	1,104						
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March	493	132	116	1/	83	130	15.9	16.4	16.4	1/	16.7	14.8
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	12.9	12.4	12.4	11.2	14.9	13.8	3.6	3.7	2.6	1.8	5.7	9.0
January-March	12.5	11.3	13.1	1/	12.6	13.2	2.6	2.5	2.2	1/	3.7	6.0
April-June	14.8	13.6	16.0	14.8	13.5	16.3	16.6	18.9	21.7	7.0	15.6	17.5
July-September	15.9	14.4	16.3	14.4	15.7	18.1	23.6	27.3	25.7	9.5	25.5	39.6
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March	14.1	12.7	14.6	1/	14.3	15.1	3.1	3.0	2.5	1/	5.1	8.2
April-June												
July-September												
Total												

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 4.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	157	133	206	559	19.8	17.0	16.7	17.6	12.0	12.6	13.0	12.9
January-March	142	90	137	397	19.7	17.3	15.9	17.7	12.5	11.8	12.3	12.5
April-June	695	831	999	2,584	18.2	15.6	15.9	16.4	13.1	15.6	15.4	14.8
July-September	1,092	1,234	1,365	3,763	17.1	15.0	14.8	15.6	14.2	16.8	16.7	15.2
Total	2,086	2,288	2,707	7,303								
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March	150	177	141	493	17.5	15.2	15.0	15.9	13.9	14.2	13.2	14.1
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries	National chains	Regional chains
		1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1953-54									
October-December	966	158	283	326	119	3/	376	340	245
January-March	956	184	280	258	162	72	412	333	210
April-June	1,228	275	419	267	165	102	417	458	348
July-September	1,483	342	435	334	219	153	444	569	456
1954-55									
October-December	1,070	274	248	286	169	93	277	395	384
January-March	1,066	220	303	219	191	133	307	369	350
April-June									
July-September									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1953-54									
October-December	28.2	27.8	28.7	27.6	29.6	3/	29.6	27.3	27.5
January-March	28.8	28.5	29.0	28.6	29.2	28.1	29.6	28.0	28.5
April-June	27.8	27.8	27.5	28.5	28.6	27.1	29.1	27.0	27.4
July-September	27.1	28.0	27.2	27.5	26.2	26.4	27.7	26.6	26.8
1954-55									
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1
January-March	28.1	28.4	29.1	28.3	27.4	27.4	29.0	27.3	28.1
April-June									
July-September									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1953-54									
October-December	62.6	62.1	66.0	58.2	61.7	3/	65.9	62.9	58.2
January-March	61.6	62.3	63.1	59.4	60.0	64.0	63.3	63.5	56.2
April-June	63.5	65.5	65.3	56.7	62.5	71.6	66.0	63.7	61.0
July-September	63.5	62.2	64.9	53.0	68.0	77.1	65.2	65.9	59.6
1954-55									
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7
January-March	61.5	62.8	56.4	56.7	64.2	72.8	64.0	65.6	56.4
April-June									
July-September									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1953-54									
October-December	6.2	3.6	6.1	9.6	7.7	3/			
January-March	6.2	4.3	6.1	7.5	10.5	4.8			
April-June	7.9	6.2	9.1	7.7	10.5	7.0			
July-September	9.3	7.9	9.6	8.8	13.0	9.7			
1954-55									
October-December	6.7	6.3	5.4	7.5	10.1	5.9			
January-March	6.6	5.1	6.6	5.6	11.7	8.4			
April-June									
July-September									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

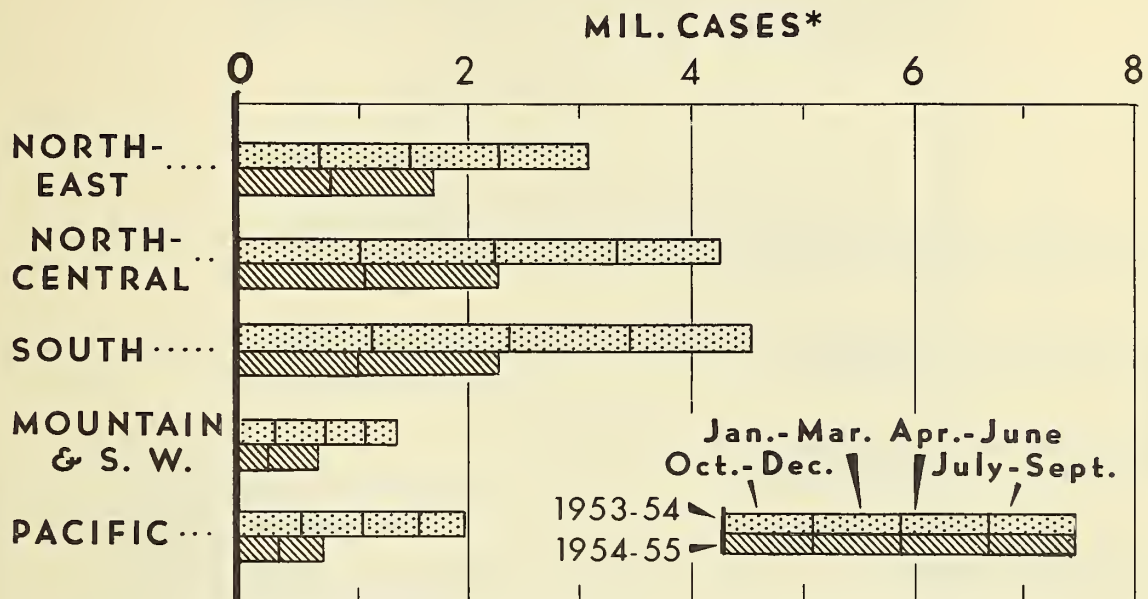
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

CANNED ORANGE JUICE

Consumer Purchases, by Regions



* EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1466-55 (5) AGRICULTURAL MARKETING SERVICE

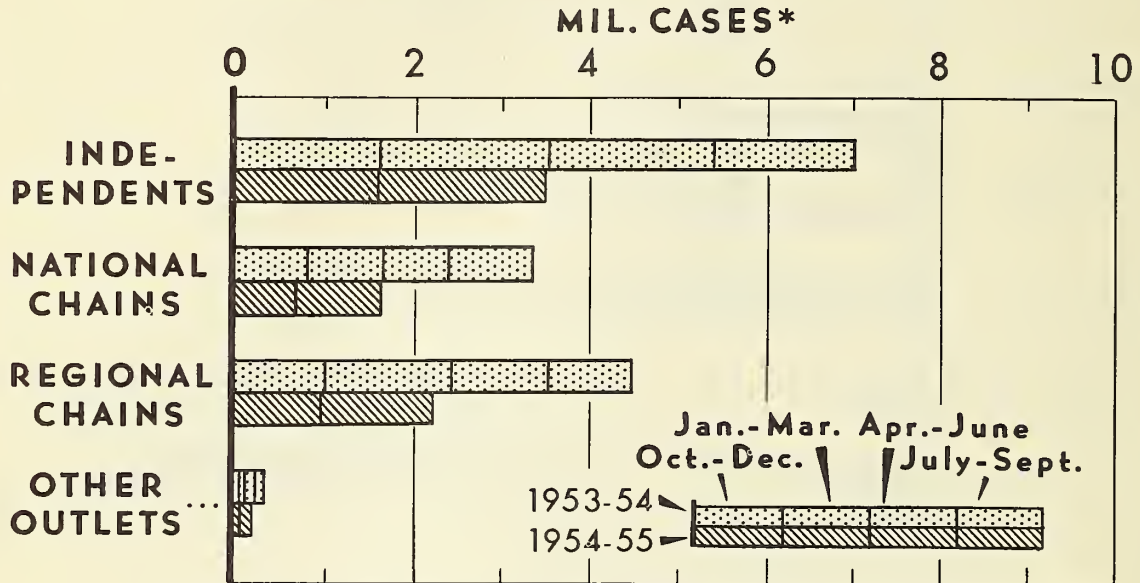
Figure 3

Table 6.-- Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	3,618	697	1,009	1,107	295	510	33.0	32.2	32.7	31.1	36.7	36.9
January-March	4,214	782	1,240	1,260	419	513	31.0	30.6	29.8	29.5	33.6	36.9
April-June	3,835	811	1,086	1,076	341	521	30.8	30.9	30.1	29.3	33.1	33.2
July-September	3,534	788	908	1,082	316	440	33.6	33.3	33.8	31.5	35.4	36.4
Total	15,201	3,078	4,243	4,525	1,371	1,984						
1954-55												
October-December	3,381	743	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March	4,210	941	1,219	1,285	393	372	30.3	29.1	29.7	29.2	33.3	33.4
April-June												
July-September												
Total												
	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	55.0	57.7	58.2	52.4	58.9	47.0	23.5	15.9	22.0	32.5	19.3	34.6
January-March	59.6	58.1	65.7	54.0	66.0	57.9	27.3	17.9	27.0	36.5	27.3	34.7
April-June	57.4	59.4	63.2	52.5	58.0	52.2	24.7	18.4	23.4	31.1	22.0	35.0
July-September	53.8	55.9	54.6	53.8	49.4	54.1	22.2	18.1	20.1	28.6	18.8	27.9
1954-55												
October-December	56.0	56.7	62.4	54.3	51.0	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March	59.4	59.9	65.6	58.4	55.2	54.1	26.3	21.6	26.7	33.0	24.0	23.4
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1467-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 7.-- Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

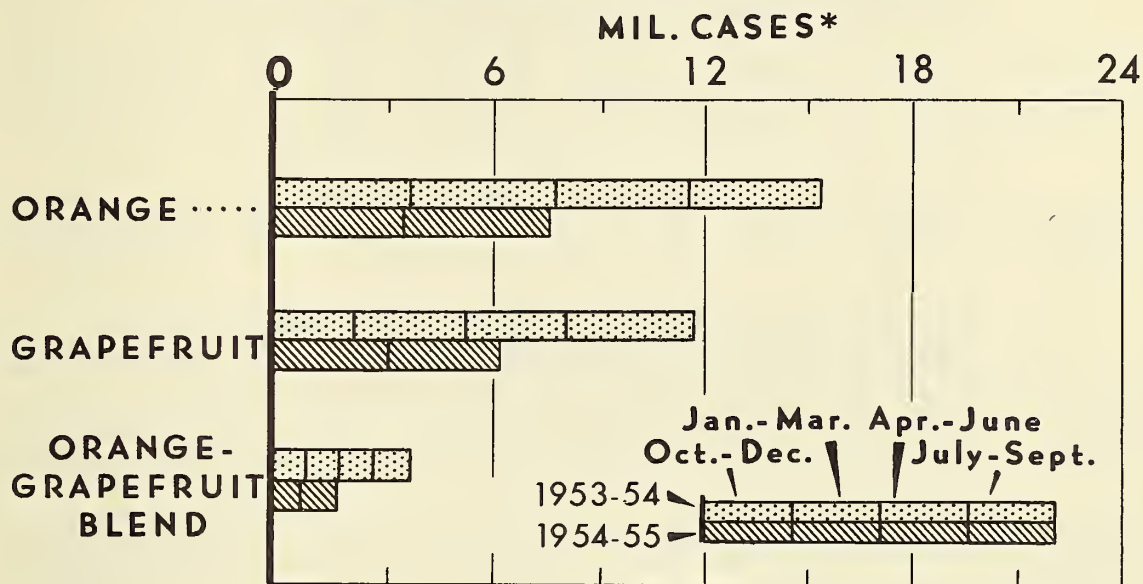
Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	cases	cases	cases	cases								
1953-54												
October-December	1,640	824	1,099	3,618	34.9	30.8	32.1	33.0	54.2	55.9	55.9	55.0
January-March	1,940	845	1,306	4,214	33.1	28.6	29.4	31.0	57.4	62.6	59.2	59.6
April-June	1,845	808	1,098	3,835	32.9	28.0	29.6	30.8	54.9	62.0	57.7	57.4
July-September	1,603	831	1,018	3,534	35.3	31.6	32.6	33.6	50.6	57.9	56.8	53.8
Total	7,028	3,308	4,521	15,201								
1954-55												
October-December	1,577	735	971	3,381	34.4	29.8	31.4	32.5	53.1	61.1	57.8	56.0
January-March	1,943	870	1,255	4,210	32.1	27.0	28.8	30.3	57.5	62.1	61.9	59.4
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1468-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters,
October-December 1953 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December	3,381	3,618	3,060	2,323	824	914
January-March	4,210	4,214	3,097	2,983	971	938
April-June		3,835		2,813		973
July-September		3,534		3,591		887
Total		15,201		11,710		3,712

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	2,323	607	533	493	278	412	27.2	26.3	27.1	26.0	28.0	29.3
January-March	2,983	706	813	653	328	483	24.7	24.3	23.5	23.8	26.7	26.8
April-June	2,813	689	728	648	347	401	23.1	23.0	23.1	21.5	24.0	24.8
July-September	3,591	979	1,019	717	371	505	24.1	23.2	23.4	23.1	26.0	26.0
Total	11,710	2,981	3,093	2,511	1,324	1,801						
1954-55												
October-December	3,060	790	791	656	356	467	24.2	23.5	23.2	23.5	25.6	25.9
January-March	3,097	863	764	620	367	483	25.0	24.7	24.9	24.3	25.4	25.9
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	61.1	63.9	59.3	57.4	69.1	59.4	15.1	13.8	11.5	14.5	18.1	27.9
January-March	65.9	62.6	74.2	58.2	60.8	73.2	19.4	16.1	17.8	19.0	21.3	32.7
April-June	66.0	63.9	71.7	62.5	66.4	65.0	18.1	15.7	15.7	18.7	22.4	27.0
July-September	65.1	66.1	71.8	61.8	59.4	65.0	22.6	22.5	22.5	18.9	22.1	32.0
1954-55												
October-December	62.4	62.8	68.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March	62.6	60.3	66.5	64.6	59.6	62.1	19.3	19.8	16.7	15.9	22.5	30.4
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 10.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	774	745	761	2,323	29.5	25.4	26.8	27.2	56.4	64.4	63.4	61.1
January-March	1,011	1,005	899	2,983	27.3	22.9	23.6	24.7	59.3	74.7	65.3	65.9
April-June	938	931	902	2,813	25.9	21.5	22.0	23.1	59.3	74.4	65.6	66.0
July-September	1,247	1,165	1,135	3,591	26.5	21.9	23.4	24.1	61.2	71.3	65.5	65.1
Total	3,970	3,846	3,697	11,710								
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March	1,110	1,021	904	3,097	27.2	22.9	24.3	25.0	57.4	67.6	64.2	62.6
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 11.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	914	363	265	102	2/	132	30.8	29.3	31.2	28.6	2/	35.2
January-March	938	372	299	98	2/	125	27.8	25.7	27.4	27.7	2/	32.0
April-June	973	358	326	147	2/	103	27.4	26.2	27.6	26.0	2/	31.1
July-September	887	363	227	128	41	128	30.0	28.4	30.8	26.8	32.5	33.6
Total	3,712	1,456	1,117	475	176	488						
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March	971	423	272	110	53	113	27.8	25.9	28.4	26.6	31.3	30.4
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	51.4	51.3	55.1	54.9	2/	40.9	6.0	8.3	5.8	3.0	2/	8.9
January-March	57.9	59.4	61.7	55.3	2/	49.5	6.1	8.4	6.5	2.8	2/	8.5
April-June	58.3	52.6	61.4	69.9	2/	51.6	6.2	8.1	7.0	4.2	2/	6.9
July-September	51.8	50.6	50.5	67.7	45.4	48.1	5.6	8.3	5.0	3.4	2.4	8.1
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March	59.5	59.3	61.3	69.8	61.4	50.2	6.1	9.7	6.0	2.8	3.2	7.1
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 12.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	304	305	286	914	33.7	29.3	29.6	30.8	47.3	56.0	52.5	51.4
January-March	291	325	305	938	30.8	26.5	26.6	27.8	54.4	58.6	60.9	57.9
April-June	304	355	306	973	30.5	25.1	26.9	27.4	52.3	67.8	56.0	58.3
July-September	296	263	318	887	32.8	27.3	28.8	30.0	49.8	58.1	49.5	51.8
Total	1,195	1,248	1,215	3,712								
1954-55												
October-December	252	233	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March	289	316	349	971	31.6	24.7	26.5	27.8	56.0	60.2	61.2	59.5
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 13.-- Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, January-March 1955

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Orange	4,210	941	1,219	1,285	393	372	1,943	870	1,255
Grapefruit	3,097	863	764	620	367	483	1,110	1,021	904
Orange-grapefruit blend	971	423	272	110	53	113	289	316	349
Lemon	147	49	65	12	3/	15	47	48	49
Grape	626	174	179	98	78	97	194	192	227
Pineapple	4,441	1,947	806	629	472	587	1,272	1,485	1,624
Prune	1,800	986	346	191	147	130	590	526	668
Tomato	6,029	2,103	1,504	871	641	910	2,010	1,935	1,979
Total 4/	23,890	8,752	5,800	3,980	2,355	3,003	8,156	7,163	8,098
Average price per can 2/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	30.3	29.1	29.7	29.2	33.3	33.4	32.1	27.0	28.8
Grapefruit	25.0	24.7	24.9	24.3	25.4	25.9	27.2	22.9	24.3
Orange-grapefruit blend	27.8	25.9	28.4	26.6	31.3	30.4	31.6	24.7	26.5
Lemon	14.8	15.4	14.4	16.9	3/	12.9	14.7	12.3	18.2
Grape	35.1	34.7	35.7	35.7	36.9	33.1	38.1	32.1	34.0
Pineapple	28.1	27.2	30.5	29.3	29.4	25.2	30.6	26.6	26.7
Prune	32.9	31.1	34.8	34.2	36.4	32.2	34.9	31.2	31.8
Tomato	26.5	27.4	27.2	28.1	26.8	23.7	28.3	24.6	26.1
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	59.4	59.9	65.6	58.4	55.2	54.1	57.5	62.1	61.9
Grapefruit	62.6	60.3	66.5	64.6	59.6	62.1	57.4	67.6	64.2
Orange-grapefruit blend	59.5	59.3	61.3	69.8	61.4	50.2	56.0	60.2	61.2
Lemon	13.8	13.4	15.0	12.9	3/	13.7	13.4	13.8	14.1
Grape	29.3	25.6	30.0	26.6	31.4	34.4	28.0	27.9	31.6
Pineapple	57.4	54.6	58.0	53.3	58.8	65.1	54.7	59.7	58.2
Prune	38.0	38.2	37.4	35.6	40.7	38.6	36.8	36.3	40.7
Tomato	53.3	48.1	55.4	48.4	54.6	62.6	51.0	56.3	53.4
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Orange	26.3	21.6	26.7	33.0	24.0	23.4			
Grapefruit	19.3	19.8	16.7	15.9	22.5	30.4			
Orange-grapefruit blend	6.1	9.7	6.0	2.8	3.2	7.1			
Lemon	.9	1.1	1.4	.3	3/	.9			
Grape	3.9	4.0	3.9	2.5	4.8	6.1			
Pineapple	27.7	44.8	17.7	16.1	28.9	36.9			
Prune	11.2	22.7	7.6	4.9	9.0	8.2			
Tomato	37.6	48.4	32.9	22.3	39.2	57.2			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

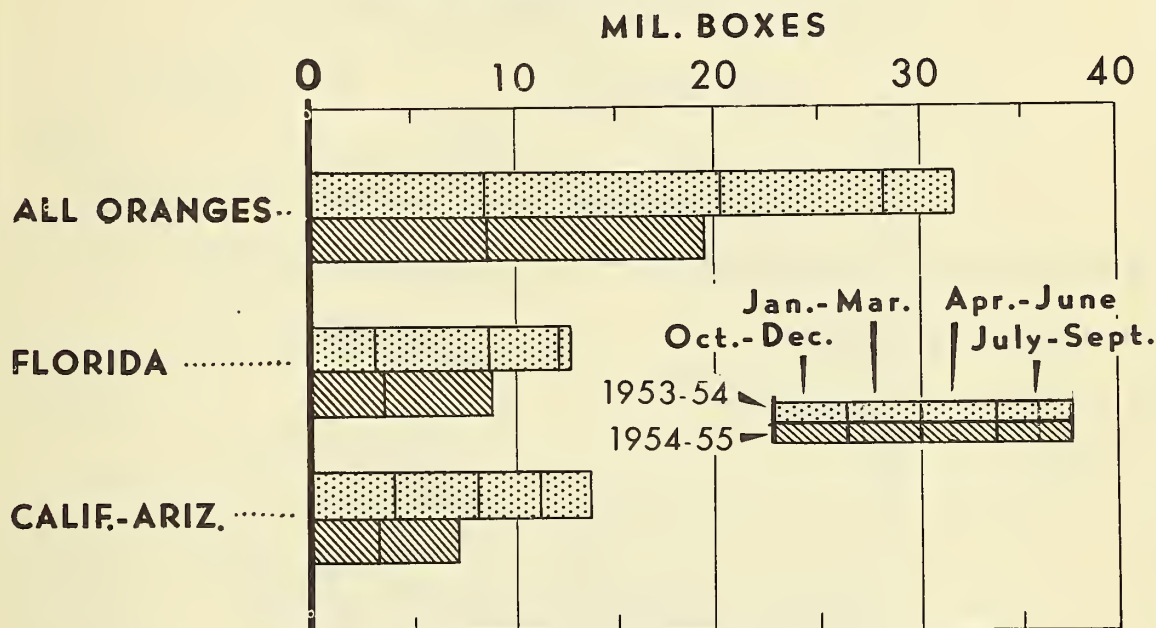
3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5-1/2-ounce can; prune juice, 32-ounce bottle, and grape juice, 24-ounce bottle.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF ORANGES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1469-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 6

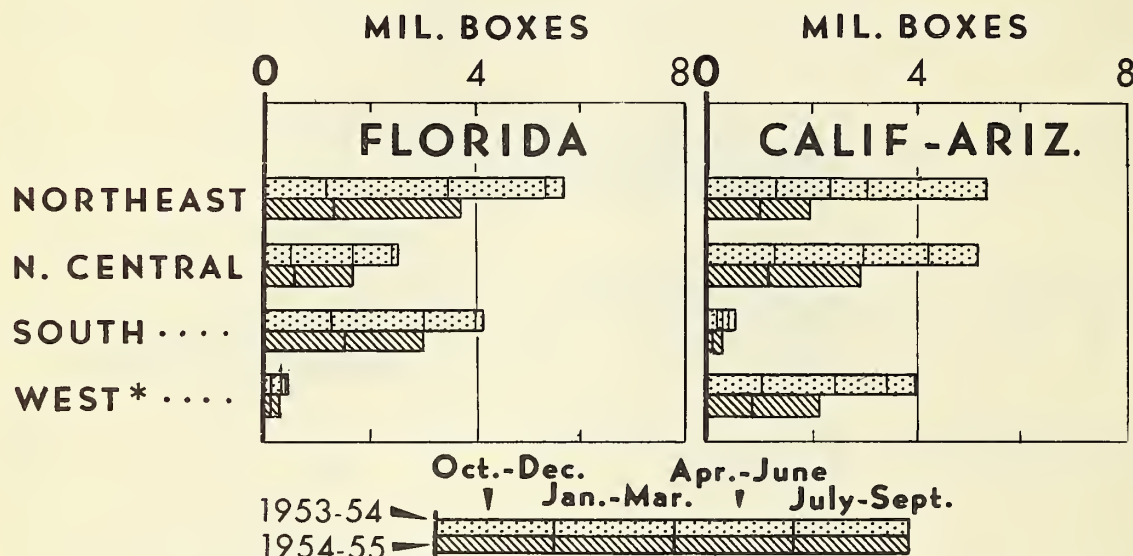
Table 14.-- Oranges: Consumer purchases, by quarters, October-December 1953 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1953-54				
October-December	8,552	3,141	3,999	1,193
January-March	11,819	5,538	4,129	1,891
April-June	7,844	3,541	3,039	1,172
July-September	3,544	497	2,509	485
Total	31,759	12,717	13,676	4,741
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March	10,931	5,044	3,935	1,650
April-June				
July-September				
Total				

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGES

Consumer Purchases, by Regions



* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1470-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,660	3,141	1,385	1,156	895	570	1,502	1,316	63	83	1/	1/
January-March	5,044	5,538	2,317	2,361	1,022	1,135	1,514	1,811	136	155	1/	1/
April-June		3,541		1,650		665		876		110		40
July-September		497		295		71		122		1/		1/
Total		12,717		5,632		2,491		4,125		357		52
California-Arizona												
October-December	3,271	3,999	1,019	1,356	1,219	1,394	174	145	306	333	563	766
January-March	3,935	4,129	891	953	1,604	1,632	128	142	345	388	967	984
April-June		3,039		779		1,228		91		261		680
July-September		2,509		992		843		120		211		333
Total		13,676		4,090		5,122		493		1,193		2,763
All oranges 2/												
October-December	8,632	8,552	2,753	2,807	2,311	2,225	2,163	1,993	879	643	596	379
January-March	10,931	11,819	3,711	3,998	3,144	3,290	2,050	2,550	849	826	1,177	1,155
April-June		7,044		3,070		2,181		1,229		526		833
July-September		3,544		1,470		1,045		314		306		409
Total		31,759		11,345		8,741		6,691		2,301		3,281

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

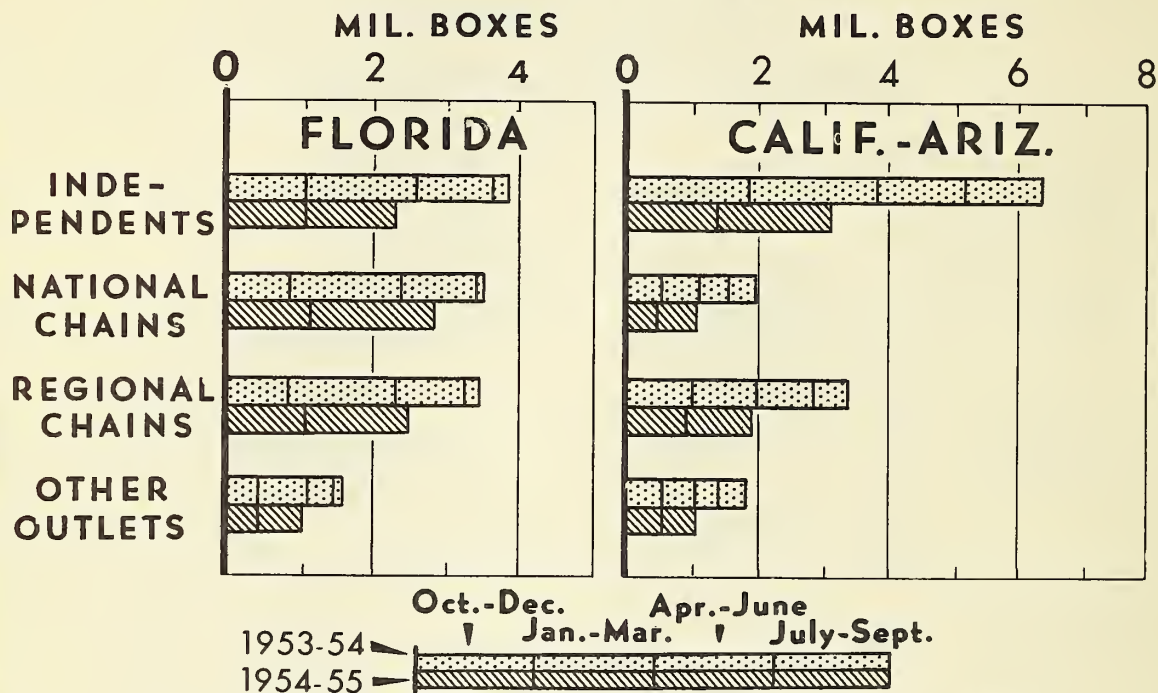
Table 16.-- Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	22.7	33.1	33.8	38.1	31.7	34.5	24.7	28.5	33.9	34.4	1/	1/
January-March	33.3	34.3	38.4	33.8	36.1	36.3	26.9	27.6	33.4	37.8	1/	1/
April-June		40.0		43.5		40.9		31.8		43.3		53.7
July-September		51.2		56.9		53.6		41.9		1/		1/
California-Arizona												
October-December	47.6	38.5	54.9	44.5	43.5	40.6	37.0	37.2	49.3	42.4	41.5	28.4
January-March	43.6	42.7	56.1	55.2	46.5	45.8	37.4	40.7	44.5	45.8	35.3	31.4
April-June		43.4		62.2		50.9		46.4		50.8		35.9
July-September		54.0		60.0		52.9		56.1		61.7		42.8
All oranges 2/												
October-December	36.9	36.2	41.6	41.4	41.2	38.8	26.9	30.3	40.2	39.3	40.3	29.1
January-March	38.1	38.2	43.6	43.8	42.2	41.3	28.6	29.4	38.6	41.2	35.1	31.8
April-June		44.0		49.0		47.5		33.9		45.2		36.5
July-September		52.7		58.4		52.5		48.7		58.0		42.0
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	16.8	14.9	14.1	13.2	15.4	14.4	20.0	17.0	14.4	12.0	1/	1/
January-March	14.6	14.1	12.8	12.6	14.0	14.9	17.1	16.1	15.0	11.8	1/	1/
April-June		12.5		12.1		12.5		14.0		11.1		8.7
July-September		11.0		11.2		11.0		10.8		1/		1/
California-Arizona												
October-December	11.8	13.4	10.6	12.1	11.2	12.4	14.9	11.6	12.3	12.9	13.3	17.8
January-March	12.7	12.5	9.7	9.8	12.1	11.4	13.2	11.9	12.4	12.1	15.5	17.4
April-June		11.8		9.2		10.8		11.1		12.1		16.6
July-September		10.9		10.7		10.5		9.9		10.2		12.7
All oranges 2/												
October-December	14.0	13.8	12.3	12.4	12.7	12.9	18.1	15.6	13.2	12.9	13.4	17.4
January-March	13.3	13.1	11.6	11.4	12.7	12.6	15.6	14.9	13.2	12.4	15.2	17.0
April-June		12.0		11.0		11.3		12.8		12.1		16.2
July-September		10.9		10.7		10.5		10.0		10.1		13.1
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.3	20.4	31.7	26.4	15.1	12.4	39.4	38.7	13.8	5.4	1/	1/
January-March	31.5	35.9	53.3	53.8	22.4	25.9	38.8	52.6	11.3	9.9	1/	1/
April-June		22.8		41.9		14.3		25.4		7.2		2.6
July-September		3.1		6.8		1.6		3.2		1/		1/
California-Arizona												
October-December	20.4	26.0	23.3	31.0	26.5	30.3	4.3	4.3	18.3	21.9	35.7	51.9
January-March	24.5	26.7	20.5	21.9	35.2	36.0	3.3	4.1	21.1	25.1	60.8	66.5
April-June		19.6		17.6		26.5		2.6		16.8		45.8
July-September		15.8		22.8		18.8		3.2		12.6		21.5
All oranges 2/												
October-December	53.6	55.5	63.0	64.1	50.2	48.4	56.9	58.7	40.6	41.8	44.2	59.4
January-March	68.2	76.6	85.4	91.2	68.9	71.8	52.6	74.1	51.9	53.6	74.0	78.1
April-June		50.5		69.7		47.1		35.6		34.0		56.4
July-September		22.2		33.8		23.2		8.4		18.3		26.0

1/ Too few purchases reported for analysis.
2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY ORANGES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1471-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 17.-- Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	1,047	1,031	1,176	865	1,026	829	3,660	3,141
January-March	1,284	1,650	1,669	1,610	1,479	1,514	5,044	5,538
April-June		1,050		1,030		1,007		3,541
July-September		174		72		153		497
Total		3,905		3,627		3,503		12,717
California-Arizona								
October-December	1,455	1,381	455	559	841	1,043	3,271	3,999
January-March	1,671	1,972	671	597	1,071	1,044	3,935	4,129
April-June		1,445		408		759		3,039
July-September		1,127		360		640		2,509
Total		6,425		1,924		3,486		13,676
All oranges ^{2/}								
October-December	3,159	3,483	1,960	1,708	2,231	2,237	6,612	8,552
January-March	3,757	4,508	2,713	2,630	3,052	3,120	10,931	11,819
April-June		3,009		1,723		2,095		7,844
July-September		1,546		507		921		3,544
Total		12,546		6,563		8,373		31,759

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 18.-- Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

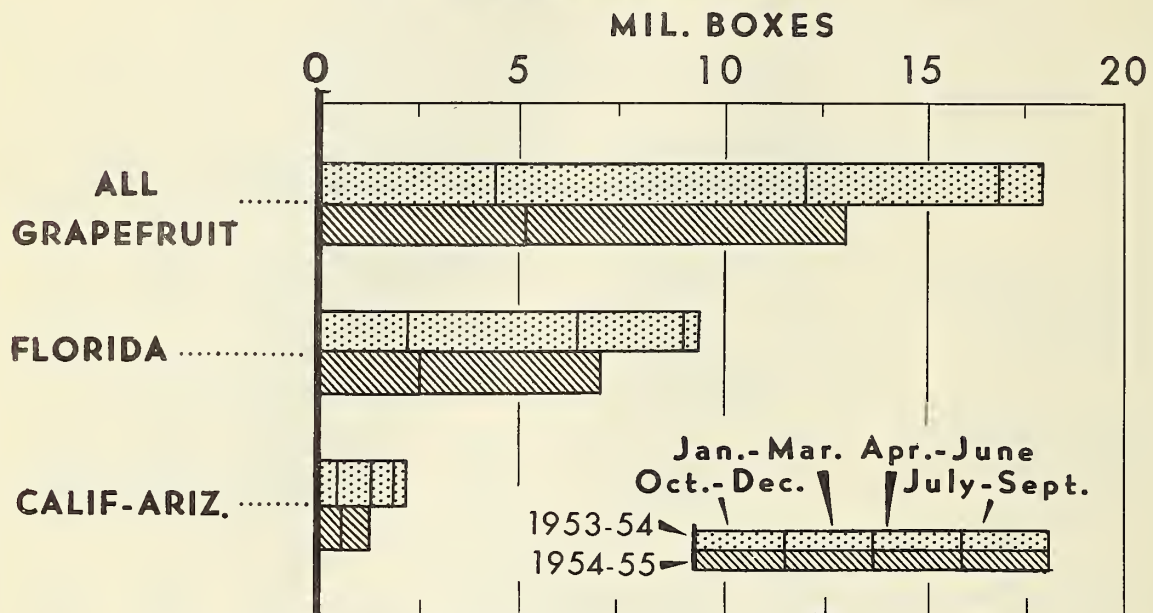
State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	30.4	34.8	27.7	32.7	28.8	32.1	28.7	33.1
January-March	33.9	36.3	32.2	33.4	34.6	35.0	33.3	34.3
April-June		42.1		38.3		41.5		40.0
July-September		55.1		53.4		54.7		51.2
California-Arizona								
October-December	49.9	41.4	49.5	39.4	48.1	36.3	47.6	38.5
January-March	47.9	45.7	46.2	44.3	43.1	42.0	43.6	42.7
April-June		50.0		53.6		49.9		48.4
July-September		54.1		62.3		54.8		54.0
All oranges ^{2/}								
October-December	40.2	39.0	34.1	35.7	36.5	34.8	36.9	36.2
January-March	41.0	41.0	37.4	37.3	38.5	38.6	38.1	38.2
April-June		46.4		43.8		45.5		44.0
July-September		53.1		59.6		53.8		52.7
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	16.2	13.8	17.0	14.6	15.7	14.5	16.8	14.9
January-March	13.5	12.7	15.1	14.2	13.7	13.1	14.6	14.1
April-June		11.3		13.0		12.3		12.5
July-September		9.4		10.0		11.1		11.0
California-Arizona								
October-December	11.3	12.6	10.8	12.3	11.1	13.4	11.8	13.4
January-March	11.6	11.7	11.7	11.5	12.3	12.0	12.7	12.5
April-June		11.1		10.8		11.1		11.8
July-September		10.7		9.4		11.1		10.9
All oranges ^{2/}								
October-December	12.9	12.8	14.3	13.3	13.3	13.6	14.0	13.8
January-March	12.2	11.9	13.4	12.9	12.8	12.3	13.3	13.1
April-June		11.1		12.0		11.5		12.0
July-September		10.5		9.5		11.0		10.9

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF GRAPEFRUIT



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1472-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1953 to date

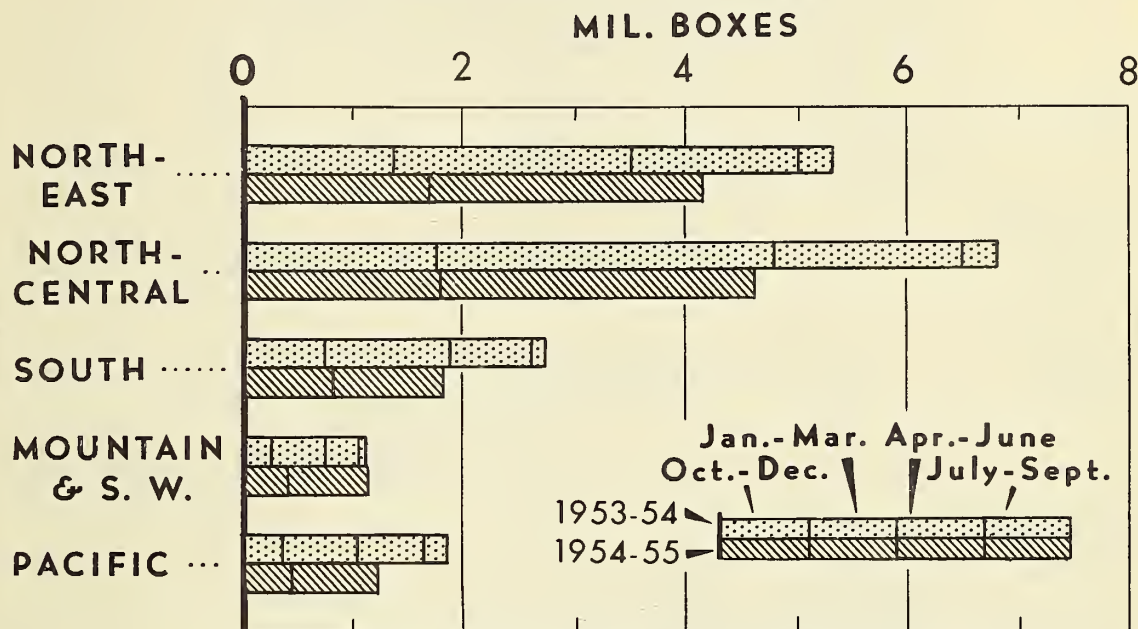
Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1953-54				
October-December	4,331	2,284	436	1,361
January-March	7,696	4,312	822	2,038
April-June	4,831	2,609	667	1,373
July-September	1,075	316	367	372
Total	17,933	9,521	2,292	5,144
1954-55				
October-December	5,121	2,654	502	1,406
January-March	7,874	4,130	699	2,109
April-June				
July-September				
Total				

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

GRAPEFRUIT

Consumer Purchases, by Regions



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1473-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55:	1953-54:	1954-55:	1953-54:	1954-55:	1953-54:	1954-55:	1953-54:	1954-55:	1953-54:	1954-55:	1953-54:
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	2,654	2,284	1,213	923	764	789	541	461	106	69	45	42
January-March	4,130	4,312	1,948	1,635	1,233	1,696	748	799	155	124	46	58
April-June		2,609		1,118		839		500		86		66
July-September		316		164		73		70		1/		1/
Total		9,521		3,840		3,397		1,830		286		168
California-Arizona												
October-December	502	436	49	54	96	133	1/	1/	55	48	288	191
January-March	699	822	47	54	86	104	1/	1/	56	116	482	533
April-June		667		1/		30		1/		98		435
July-September		367		42		118		28		29		150
Total		2,292		185		435		72		291		1,309
All grapefruit 2/												
October-December	5,121	4,331	1,703	1,337	1,781	1,711	304	715	400	239	432	329
January-March	7,874	7,696	2,447	2,171	2,851	3,128	1,032	1,150	757	527	787	720
April-June		4,331		1,513		1,679		738		309		592
July-September		1,075		326		323		168		60		198
Total		17,933		5,347		6,841		2,771		1,135		1,839

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

State or origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	80.9	84.2	88.5	94.7	79.2	76.5	66.3	73.2	87.9	90.4	109.9	123.3
January-March	78.0	75.9	83.5	85.9	77.8	72.4	64.6	61.4	84.3	82.7	102.6	112.5
April-June		85.2		93.6		83.0		67.9		92.5		120.6
July-September		103.4		114.8		112.5		77.9		1/		1/
California-Arizona												
October-December	74.8	75.8	96.8	97.8	84.4	84.2	1/	1/	61.6	63.2	73.0	72.0
January-March	73.0	67.5	93.2	90.0	73.6	79.9	1/	1/	60.3	58.2	73.3	67.0
April-June		70.3		1/		88.0		1/		55.1		70.6
July-September		102.2		134.5		115.0		127.2		112.7		85.5
All grapefruit 2/												
October-December	79.7	84.8	90.1	95.7	76.2	77.6	71.6	79.9	76.3	87.9	82.0	82.0
January-March	75.5	74.8	85.3	85.8	71.8	71.3	69.0	66.0	75.0	72.5	74.8	73.0
April-June		82.3		92.3		81.1		72.7		77.3		76.7
July-September		103.9		117.2		110.4		96.8		104.1		89.1
State or origin and period	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.1	4.7	4.4	4.1	5.6	5.7	6.0	5.1	6.6	5.3	4.0	3.1
January-March	5.3	5.3	4.7	4.3	5.9	6.5	6.1	5.9	5.7	5.2	4.4	3.4
April-June		4.7		4.1		5.3		5.5		4.7		3.6
July-September		3.8		3.5		3.6		4.4		1/		1/
California-Arizona												
October-December	5.4	5.2	3.9	3.6	5.2	5.3	1/	1/	8.6	9.0	5.3	5.0
January-March	5.6	6.3	4.6	4.4	5.6	5.5	1/	1/	7.8	9.6	5.5	6.0
April-June		5.8		1/		4.7		1/		9.4		5.6
July-September		3.8		2.9		3.8		3.1		3.2		4.4
All grapefruit 2/												
October-December	5.1	4.6	4.2	3.9	5.6	5.4	5.5	4.7	6.1	5.1	4.6	4.5
January-March	5.5	5.3	4.5	4.3	6.1	6.2	5.6	5.5	6.5	5.9	5.5	5.4
April-June		4.8		4.1		5.2		5.1		5.3		5.1
July-September		3.7		3.4		3.7		3.9		3.6		4.2
State or origin and period	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	16.6	14.8	27.8	21.1	16.2	17.2	14.2	13.6	6.3	4.5	2.8	2.9
January-March	25.8	27.9	44.8	37.3	27.0	37.0	19.2	23.2	9.5	8.2	2.9	3.9
April-June		16.8		25.3		18.1		14.4		5.5		4.4
July-September		2.0		3.8		1.6		1.8		1/		1/
California-Arizona												
October-December	3.1	2.8	1.1	1.2	2.1	3.0	1/	1/	3.3	3.1	18.3	13.0
January-March	4.4	5.4	1.1	1.2	1.9	2.2	1/	1/	3.4	7.6	30.3	36.2
April-June		4.3		1/		1.7		1/		6.3		29.3
July-September		2.3		1.0		2.6		.7		1.7		9.5
All grapefruit 2/												
October-December	32.0	28.2	38.9	30.6	38.3	37.2	21.1	21.0	23.9	15.5	27.5	22.4
January-March	49.2	49.9	56.3	49.6	62.5	63.2	26.4	33.3	46.3	34.2	49.5	48.7
April-June		31.0		34.4		36.2		21.4		19.8		39.8
July-September		6.7		7.5		7.2		4.3		3.6		12.6

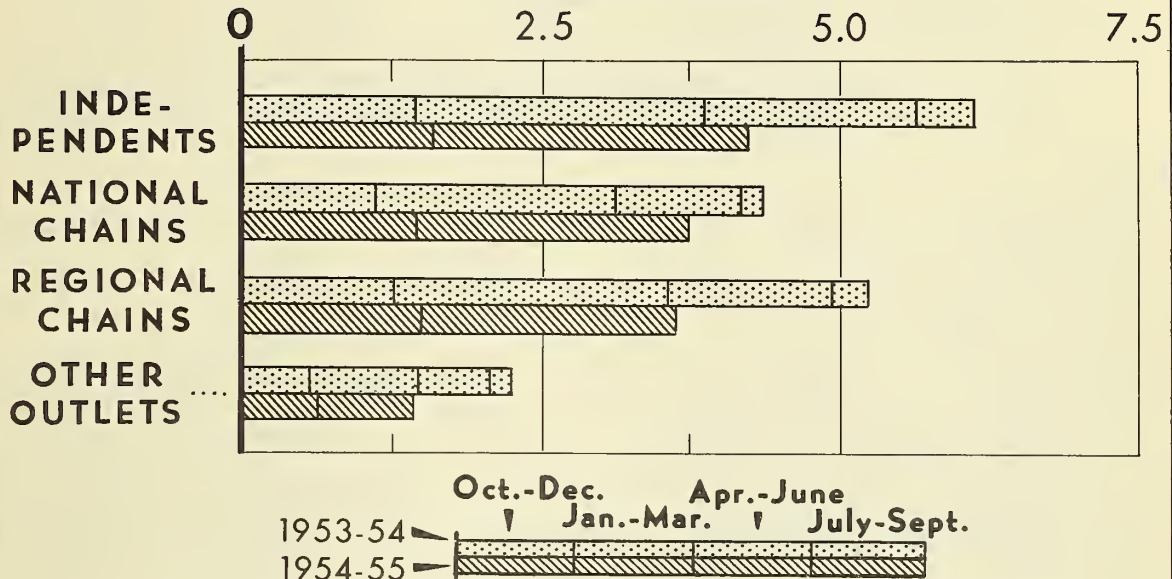
1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	634	581	771	665	774	686	3,074	2,284
January-March	1,050	1,089	1,470	1,367	1,140	1,294	4,130	4,312
April-June		815		665		789		2,609
July-September		115		40		90		316
Total		2,600		2,737		2,859		9,521
California-Arizona								
October-December	174	181	185	82	141	83		436
January-March	232	320	167	175	243	201	699	322
April-June		275		150		152		667
July-September		157		80		96		367
Total		933		487		532		2,292
All grapefruit ^{2/}								
October-December	1,380	1,411	1,441	1,100	1,402	1,261	5,122	4,331
January-March	2,637	2,465	2,286	2,023	2,141	2,281	7,874	7,696
April-June		1,774		1,068		1,403		4,831
July-September		475		166		277		1,075
Total		6,125		4,357		5,222		17,933

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	86.4	91.9	77.0	80.7	82.9	83.2	80.9	84.2
January-March	83.7	83.9	72.6	72.5	81.8	75.8	78.0	75.9
April-June		88.3		83.0		88.0		85.2
July-September		106.5		104.2		107.2		103.4
California-Arizona								
October-December	82.6	87.7	72.0	82.0	74.6	77.9	74.8	75.8
January-March	80.2	75.7	71.4	67.8	69.9	65.9	73.0	67.5
April-June		79.7		70.8		67.7		70.3
July-September		104.3		115.2		99.8		102.2
All grapefruit ^{2/}								
October-December	84.1	90.8	77.9	83.2	79.5	83.6	79.7	84.8
January-March	78.5	81.1	72.9	73.7	76.0	73.6	75.5	74.8
April-June		85.5		82.6		83.2		82.3
July-September		105.7		112.3		105.8		103.9
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	4.8	4.1	5.4	4.8	4.5	4.5	5.1	4.7
January-March	4.8	4.6	5.8	5.5	4.8	5.0	5.3	5.3
April-June		4.4		4.6		4.6		4.7
July-September		3.8		3.6		3.3		3.8
California-Arizona								
October-December	4.9	4.8	5.9	4.3	4.7	4.5	5.4	5.2
January-March	5.2	5.4	6.2	6.1	5.2	5.6	5.6	6.3
April-June		5.2		6.0		5.1		5.8
July-September		3.6		3.9		3.6		3.8
All grapefruit ^{2/}								
October-December	4.8	4.3	5.2	4.6	4.7	4.4	5.1	4.6
January-March	5.3	4.8	5.8	5.3	5.1	5.1	5.5	5.3
April-June		4.6		4.6		4.7		4.8
July-September		3.7		3.5		3.5		3.7

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

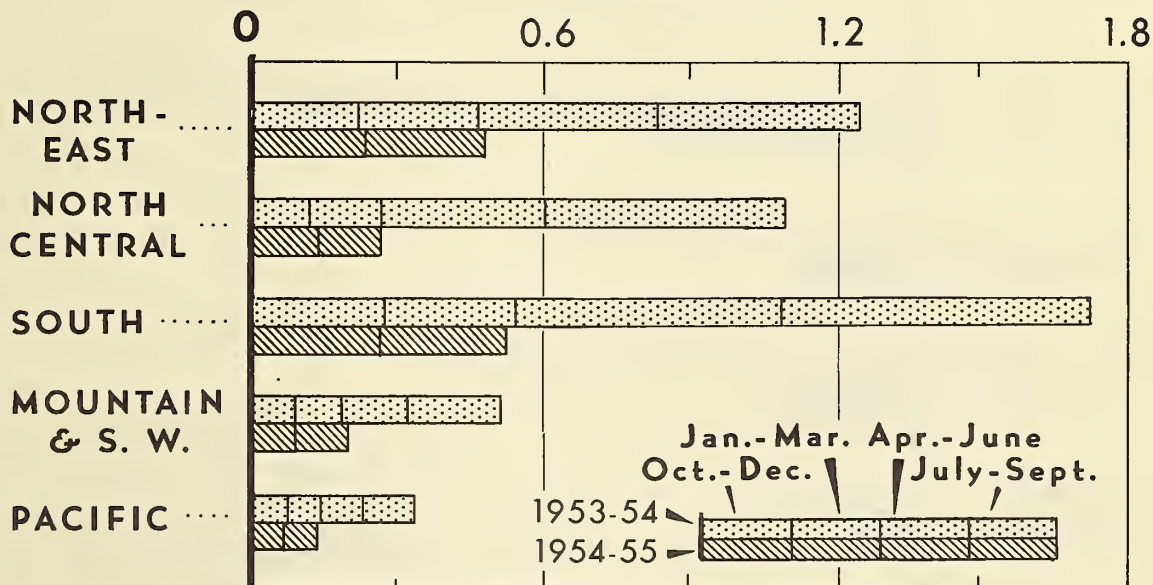
^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

LEMONS

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1475-55 (5) AGRICULTURAL MARKETING SERVICE

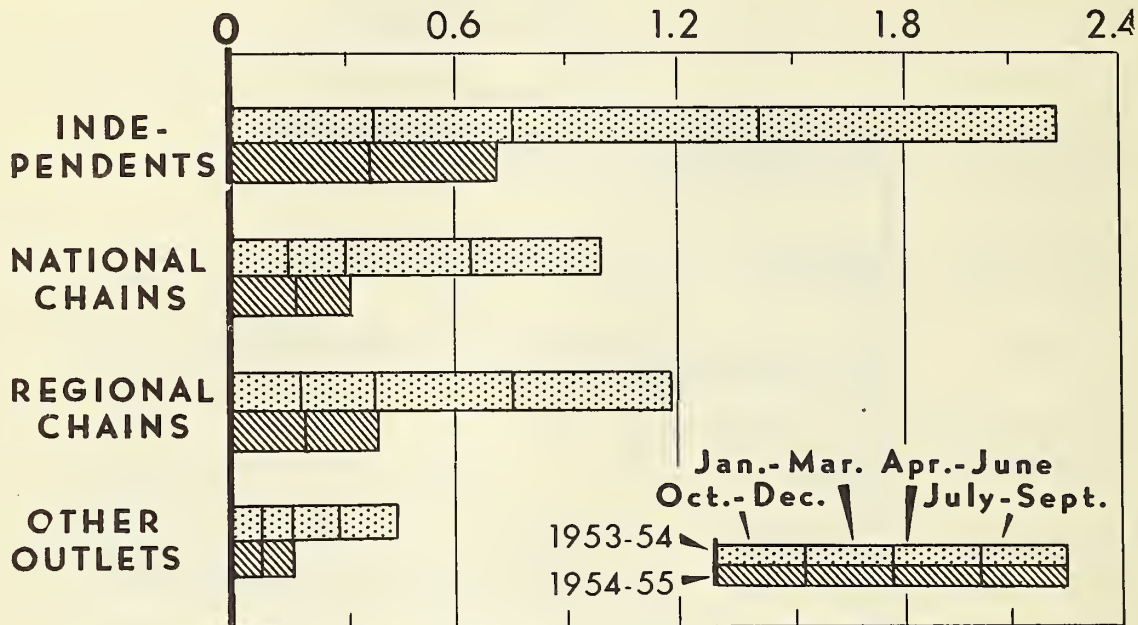
Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	774	219	121	274	89	71	46.6	53.3	56.4	39.5	44.3	45.0
January-March	817	245	143	267	95	67	46.4	52.9	55.8	38.2	44.2	45.2
April-June	1,487	373	338	546	140	90	43.8	49.8	51.8	36.7	42.4	42.4
July-September	1,765	406	419	639	193	108	42.7	49.2	47.2	37.3	43.5	42.9
Total	4,843	1,243	1,021	1,726	517	336						
1954-55												
October-December	785	231	136	266	89	63	45.6	52.5	55.8	38.3	44.2	45.4
January-March	798	240	128	255	106	69	44.2	51.1	55.5	37.2	42.4	42.9
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1953-54												
October-December	5.9	4.8	5.0	7.5	6.4	5.7	5.0	5.0	2.6	8.0	5.8	4.8
January-March	5.6	4.7	4.6	7.1	5.9	5.4	5.3	5.7	3.1	7.8	6.1	4.6
April-June	6.8	5.5	6.4	8.3	6.6	6.4	9.6	8.4	7.3	15.8	9.0	6.1
July-September	7.4	5.9	7.6	8.6	7.1	6.4	11.1	9.3	9.3	16.9	11.5	6.8
1954-55												
October-December	6.1	4.9	5.1	7.9	6.4	5.2	4.9	5.3	2.9	7.0	5.3	4.0
January-March	6.1	4.9	4.9	7.8	6.6	5.6	5.0	5.5	2.8	6.5	6.5	4.3
April-June												
July-September												

WHERE CONSUMERS BUY LEMONS

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1476-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 25.-- Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1,000	1,000	1,000	1,000								
	boxes	boxes	boxes	boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1953-54												
October-December	376	147	177	774	45.5	48.9	48.2	46.6	6.2	5.3	5.9	5.9
January-March	379	162	196	817	45.4	47.7	48.6	46.4	5.8	5.2	5.4	5.6
April-June	660	325	378	1,437	43.7	44.5	44.3	43.8	6.9	6.5	6.7	6.8
July-September	820	361	432	1,765	42.7	43.1	43.5	42.7	7.5	7.1	7.2	7.4
Total	2,235	995	1,183	4,843								
1954-55												
October-December	366	135	170	705	45.0	47.3	46.3	45.7	6.2	5.7	5.9	6.1
January-March	351	164	195	798	44.4	44.5	46.1	44.2	6.0	5.9	6.1	6.1
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 26.-- Tangerines: Consumer purchases, average prices paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1953 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	2,108	960	633	395	71	49	38.1	38.4	38.9	33.6	43.8	51.3
January-March	1,107	547	284	176	34	66	34.8	33.4	31.7	26.1	47.3	36.8
1954-55												
October-December	2,075	904	600	433	79	59	32.7	33.8	33.6	26.9	39.7	43.5
January-March	2,006	878	608	377	66	77	27.2	28.8	26.1	21.7	35.0	38.9
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1953-54												
October-December	10.7	10.2	11.1	12.4	8.5	8.2	13.7	21.9	13.8	11.6	4.6	3.3
January-March	11.1	10.0	13.0	14.3	8.7	9.1	7.2	12.5	6.2	5.1	2.2	4.5
1954-55												
October-December	12.6	11.6	13.2	15.6	9.4	9.2	12.9	20.6	13.1	11.4	4.7	3.7
January-March	13.7	12.9	14.9	16.5	9.8	9.7	12.5	20.2	13.3	9.7	4.0	4.8

National Consumer Panel of Market Research Corporation of America.

Table 27.-- Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1953 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1953-54												
October-December	602	581	597	2,103	41.7	36.6	37.9	38.1	10.5	10.4	10.5	10.7
January-March	355	164	239	1,107	37.6	37.5	37.7	34.8	10.3	9.6	9.8	11.1
1954-55												
October-December	670	509	613	2,075	35.8	31.5	32.4	32.7	12.3	12.0	12.2	12.6
January-March	705	419	547	2,006	28.8	26.7	26.9	27.2	13.2	12.9	13.4	13.7

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

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